GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

Highway Planning and Research
Department of Transportation & Communications
St. John's, Newfoundland

DEPARTMENT OF TRANSPORTATION

# RESEARCH REPORT NO. 24

# RESULTS SEAT BELT SURVEY

# SEPTEMBER 23, 1983

Edwina Murray
Research Assistant
Planning & Research
June, 1983

## SUMMARY

This month's Seat Belt Survey Report, Research Report No. 24, was conducted on September 23, 1983 which showed a Provincial Average wearing rate of 76.7%. The percentage of child seats was 0.85% down from last month's 2.2%. A total of 3,046 vehicles were surveyed, which is down from last month's total of 3,613 a decrease of 18%.

The enforcer, a machine to illustrate the dangers of not being strapped into a seat, was used by Mr. George Jerrett presenting it to different community organizations and institutions to continue seat belt education. Also, this Department was emphazing Highway Safety at various fall fairs around the Avalon Penninsula with seat belt information available at all times.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 08:00 to 09:00, R. Pottle. The September survey, Table 4, indicates an increase in seat belt use to 89.6% from the June value of 85.5%. All drivers are serious about seat belt use.

2. Roaches Line Access to Trans Canada Highway, 07:00 to 08:00, G. Jerrett. The September survey, Table 5, indicates a decrease in seat belt use to 82.4% from the Juneh value of 86.3%. All drivers are serious about seat belt use.

3. Harbour Arterial Ramp to Water Street, 08:00 to 09:00, R. Trickett. Data shown on Table 6 reveal a September decline in seat belt use to 81.7% from the June value of 83.8%. Seat Belt use is taken seriously by the majority of those surveyed.

4. Village Mall, 10:00 to 11:00, E. Murray.
The September survey, Table 7, indicates a decrease in seat belt use of 69.7% from the June value of 76.0%. Drivers (male & female 25 - 44) are not serious about seat belt use.

5. Hotel Newfoundland, 08:30 to 09:30, D. Shea. The September survey, Table 8, indicates a decrease in seat belt use to 82.6% from the June value of 89.0%. All drivers, with the exception of males (25 - 44), are serious about seat belt use.

6. Avalon Mall, 13:00 to 14:00, E. Murray.

The September survey, Table 9, indicates an increase in seat belt use to 75.4% from the June value of 74.9%. Female drivers are more serious about seat belt use.

7. Janeway Hospital, 14:15 to 15:15, E. Murray.

The September survey, Table 10, indicates a decrease in seat belt use of 67.4% from the June value of 76.4%. This is the lowest wearing rate in the province, with males (24 - 44) pulling the average down.

8. Bay Roberts Mall, 11:30 to 12:30, G. Jerrett. The September survey, Table 11, in the rural community indicates a decrease in seat belt use to 72.7% from the June value of 77.9%. Female drivers are more serious about seat belt use.

9. Grand Falls, 03:00 - 04:00, R. Pynn. The September survey, Table 12, shows a decrease in seat belt use to 75% from the June rate of 77.3%. All drivers appear to be serious about seat belt usage.

10. Clarenville, 12:00 - 13:00, W. Wiseman. The September survey, Table 13, shows an increase in seat belt use to 66.9% from the June rate of 65.9%. Drivers appear to be serious about seat belt usage, with the exception of males (22 - 44) putting the average down.

11. Corner Brook, 12:00 - 13:00, M. Brake. The September survey, Table 14, shows a wearing rate of 96.4%. This is the highest wearing rate in the province with all drivers very serious about seat belt usage.

# STATISTICAL TABLES

September 23, 1983

Note: Statistical Tables for previous months can be obtained upon request.

Table 1
September 23, 1983

## SEAT BELT SURVEY

AREA: PROVINCIAL AVERAGE

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 24 |
|---|---|---|---|---|
| 16-24 | 109 | 153 | 262 | |
| 25-44 | 913 | 568 | 1481 | |
| 45-64 | 419 | 108 | 527 | |
| 65+ | 55 | 10 | 65 | |
| TOTAL | 1496 | 839 | 2335 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 2 |
|---|---|---|---|---|
| 16-24 | 59 | 20 | 79 | |
| 25-44 | 340 | 106 | 446 | |
| 45-64 | 147 | 25 | 172 | |
| 65+ | 12 | 2 | 14 | |
| TOTAL | 558 | 153 | 711 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.85% |
|---|---|---|---|---|
| 16-24 | 64.9 | 88.4 | 76.8 | |
| 25-44 | 72.9 | 84.3 | 76.9 | |
| 45-64 | 74.0 | 81.2 | 75.4 | |
| 65+ | 82.1 | 83.3 | 82.3 | |
| TOTAL | 72.8 | 84.6 | 76.7 | |

Table 2
September 23, 1983

## SEAT BELT SURVEY

AREA: Urban Average

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 8 |
|---|---|---|---|---|
| 16-24 | 59 | 99 | 158 | |
| 25-44 | 714 | 483 | 1197 | |
| 45-64 | 366 | 102 | 468 | |
| 65+ | 50 | 10 | 60 | |
| TOTAL | 1189 | 694 | 1883 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 2 |
|---|---|---|---|---|
| 16-24 | 51 | 16 | 67 | |
| 25-44 | 297 | 100 | 397 | |
| 45-64 | 133 | 24 | 157 | |
| 65+ | 11 | 2 | 13 | |
| TOTAL | 492 | 142 | 634 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.4% |
|---|---|---|---|---|
| 16-24 | 53.6 | 86.1 | 70.2 | |
| 25-44 | 70.6 | 82.8 | 75.1 | |
| 45-64 | 73.3 | 81.0 | 74.9 | |
| 65+ | 82.0 | 83.3 | 82.2 | |
| TOTAL | 70.7 | 83.0 | 74.8 | |

Table 3
September 23, 1983

## SEAT BELT SURVEY

AREA: Highway Average

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 16 |
|---|---|---|---|---|
| 16-24 | 50 | 54 | 104 | |
| 25-44 | 199 | 85 | 284 | |
| 45-64 | 53 | 6 | 59 | |
| 65+ | 5 | 0 | 5 | |
| TOTAL | 307 | 145 | 452 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 8 | 4 | 12 | |
| 25-44 | 43 | 6 | 49 | |
| 45-64 | 14 | 1 | 15 | |
| 65+ | 1 | 0 | 1 | |
| TOTAL | 66 | 11 | 77 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 3.0% |
|---|---|---|---|---|
| 16-24 | 86.2 | 93.1 | 89.7 | |
| 25-44 | 82.2 | 93.4 | 85.3 | |
| 45-64 | 79.1 | 85.7 | 79.7 | |
| 65+ | 83.3 | - | 83.3 | |
| TOTAL | 82.3 | 92.9 | 85.4 | |

Table 4
September 23, 1983
R. Pottle

## SEAT BELT SURVEY

AREA: Intersection Foxtrap Access & TCH

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 16 |
|---|---|---|---|---|
| 16-24 | 20 | 21 | 41 | |
| 25-44 | 104 | 52 | 156 | |
| 45-64 | 13 | 5 | 18 | |
| 65+ | 1 | - | 1 | |
| TOTAL | 138 | 78 | 216 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 4 | 0 | 4 | |
| 25-44 | 15 | 4 | 19 | |
| 45-64 | 1 | 1 | 2 | |
| 65+ | 0 | - | 0 | |
| TOTAL | 20 | 5 | 25 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 6.6% |
|---|---|---|---|---|
| 16-24 | 70.0 | 100.0 | 91.1 | |
| 25-44 | 87.4 | 92.9 | 89.1 | |
| 45-64 | 92.9 | 83.3 | 90.0 | |
| 65+ | 100.0 | - | 100.0 | |
| TOTAL | 87.3 | 94.0 | 89.6 | |

Table 5
September 23, 1983

# SEAT BELT SURVEY

AREA: Roaches Line

## SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 18 | 1 | 19 | |
| 25-44 | 28 | 5 | 33 | |
| 45-64 | 24 | 0 | 24 | |
| 65+ | 4 | 0 | 4 | |
| TOTAL | 74 | 6 | 80 | |

## NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 2 | 0 | 2 | |
| 25-44 | 5 | 0 | 5 | |
| 45-64 | 9 | 0 | 9 | |
| 65+ | 1 | 0 | 1 | |
| TOTAL | 17 | 0 | 17 | |

## WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 90.0 | 100.0 | 90.5 | |
| 25-44 | 84.8 | 100.0 | 86.8 | |
| 45-64 | 72.7 | 0.0 | 72.7 | |
| 65+ | 80.0 | 0.0 | 80.0 | |
| TOTAL | 81.3 | 100.0 | 82.4 | |

Table 6
September 23, 1983

# SEAT BELT SURVEY

AREA: Hr. Arterial

## SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 12 | 32 | 44 | |
| 25-44 | 67 | 28 | 95 | |
| 45-64 | 16 | 1 | 17 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 95 | 61 | 156 | |

## NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 2 | 4 | 6 | |
| 25-44 | 23 | 2 | 25 | |
| 45-64 | 4 | 0 | 4 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 29 | 6 | 35 | |

## WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 88.9 | 85.7 | 88.0 | |
| 25-44 | 93.3 | 74.4 | 79.2 | |
| 45-64 | 100.0 | 80.0 | 81.0 | |
| 65+ | 0.0 | 0.0 | 0.0 | |
| TOTAL | 91.0 | 76.6 | 81.7 | |

Table 7
September 23, 1983

## SEAT BELT SURVEY

AREA: Village Mall

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 8 |
|---|---|---|---|---|
| 16-24 | 7 | 14 | 21 | |
| 25-44 | 63 | 85 | 148 | |
| 45-64 | 50 | 16 | 66 | |
| 65+ | 6 | 1 | 7 | |
| TOTAL | 126 | 116 | 242 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 2 |
|---|---|---|---|---|
| 16-24 | 9 | 1 | 10 | |
| 25-44 | 42 | 23 | 65 | |
| 45-64 | 25 | 3 | 28 | |
| 65+ | . | 0 | 2 | |
| TOTAL | 78 | 27 | 105 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = - |
|---|---|---|---|---|
| 16-24 | 43.8 | 93.3 | 67.7 | |
| 25-44 | 60.0 | 78.7 | 69.5 | |
| 45-64 | 66.7 | 84.2 | 70.2 | |
| 65+ | 75.0 | 100.0 | 77.8 | |
| TOTAL | 61.8 | 81.1 | 69.7 | |

Table 8
September 23, 1983

## SEAT BELT SURVEY

AREA: Hotel Nfld.

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 1 | 0 | 1 | |
| 25-44 | 187 | 96 | 283 | |
| 45-64 | 54 | 21 | 75 | |
| 65+ | 5 | 2 | 7 | |
| TOTAL | 247 | 119 | 366 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 0 | 0 | 0 | |
| 25-44 | 46 | 14 | 60 | |
| 45-64 | 9 | 7 | 16 | |
| 65+ | 1 | 0 | 1 | |
| TOTAL | 56 | 21 | 77 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 100.0 | 0.0 | 100.0 | |
| 25-44 | 80.3 | 87.3 | 82.5 | |
| 45-64 | 85.7 | 75.0 | 82.4 | |
| 65+ | 83.3 | 100.0 | 87.5 | |
| TOTAL | 81.5 | 85.0 | 82.6 | |

Table 9
September 23, 1983

## SEAT BELT SURVEY

AREA: Avalon Mall

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 18 | 25 | 43 | |
| 25-44 | 214 | 89 | 303 | |
| 45-64 | 100 | 16 | 116 | |
| 65+ | 3 | 2 | 5 | |
| TOTAL | 335 | 132 | 467 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 18 | 3 | 21 | |
| 25-44 | 73 | 15 | 88 | |
| 45-64 | 38 | 4 | 42 | |
| 65+ | 1 | 0 | 1 | |
| TOTAL | 130 | 22 | 152 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 50.0 | 89.3 | 67.2 | |
| 25-44 | 74.6 | 85.6 | 77.5 | |
| 45-64 | 72.5 | 80.0 | 73.4 | |
| 65+ | 75.0 | 100.0 | 83.3 | |
| TOTAL | 72.0 | 85.7 | 75.4 | |

Table 10
September 23, 1983

## SEAT BELT SURVEY

AREA: Janeway Hospital

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 7 | 10 | 17 | |
| 25-44 | 74 | 48 | 122 | |
| 45-64 | 33 | 8 | 41 | |
| 65+ | 4 | 2 | 6 | |
| TOTAL | 118 | 68 | 186 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 8 | 0 | 8 | |
| 25-44 | 52 | 10 | 62 | |
| 45-64 | 19 | 1 | 20 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 79 | 11 | 90 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 46.7 | 100.0 | 68.0 | |
| 25-44 | 58.7 | 82.8 | 66.3 | |
| 45-64 | 63.5 | 88.9 | 67.2 | |
| 65+ | 100.0 | 100.0 | 100.0 | |
| TOTAL | 59.9 | 86.1 | 67.4 | |

Table 11
September 23, 1983

## SEAT BELT SURVEY

AREA: Bay Roberts

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 6 | 19 | 25 | |
| 25-44 | 39 | 44 | 83 | |
| 45-64 | 55 | 28 | 83 | |
| 65+ | 22 | 3 | 25 | |
| TOTAL | 122 | 94 | 216 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | #Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 4 | 1 | 5 | |
| 25-44 | 20 | 15 | 35 | |
| 45-64 | 27 | 7 | 34 | |
| 65+ | 5 | 2 | 7 | |
| TOTAL | 56 | 25 | 81 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 60.0 | 95.0 | 83.3 | |
| 25-44 | 66.1 | 74.6 | 70.3 | |
| 45-64 | 67.1 | 80.0 | 70.9 | |
| 65+ | 81.5 | 60.0 | 78.1 | |
| TOTAL | 68.5 | 79.0 | 72.7 | |

Table 12
September 23, 1983

## SEAT BELT SURVEY

AREA: Grand Falls

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 5 | 7 | 12 | |
| 25-44 | 15 | 26 | 41 | |
| 45-64 | 9 | 2 | 11 | |
| 65+ | 2 | 0 | 2 | |
| TOTAL | 31 | 35 | 66 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 1 | 2 | 3 | |
| 25-44 | 11 | 6 | 17 | |
| 45-64 | 1 | 1 | 2 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 13 | 9 | 22 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 83.3 | 77.8 | 80.0 | |
| 25-44 | 57.7 | 81.3 | 70.7 | |
| 45-64 | 90.0 | 66.7 | 84.6 | |
| 65+ | 100.0 | - | 100.0 | |
| TOTAL | 70.5 | 79.5 | 75.0 | |

Table 13
September 23, 1983

## SEAT BELT SURVEY

AREA: Corner of Manitoba & Memorial Drive, Clarenville

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 10 | 15 | 25 | |
| 25-44 | 76 | 53 | 129 | |
| 45-64 | 40 | 4 | 44 | |
| 65+ | 8 | 0 | 8 | |
| TOTAL | 134 | 72 | 206 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 11 | 8 | 19 | |
| 25-44 | 52 | 16 | 68 | |
| 45-64 | 12 | 1 | 13 | |
| 65+ | 2 | 0 | 2 | |
| TOTAL | 77 | 25 | 102 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 47.6 | 65.2 | 56.8 | |
| 25-44 | 59.4 | 76.8 | 65.5 | |
| 45-64 | 76.9 | 80.0 | 77.2 | |
| 65+ | 80.0 | 0.0 | 80.0 | |
| TOTAL | 63.5 | 74.2 | 66.9 | |

Table 14
September 23, 1983

## SEAT BELT SURVEY

AREA: Valley Mall Intersection, Corner Brook

### SHOWING USE OF SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 5 | 9 | 14 | |
| 25-44 | 46 | 42 | 88 | |
| 45-64 | 25 | 7 | 32 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 76 | 58 | 134 | |

### NOT USING SHOULDER HARNESS

| | Male | Female | Total | # Child Seats = 0 |
|---|---|---|---|---|
| 16-24 | 0 | 1 | 1 | |
| 25-44 | 1 | 1 | 2 | |
| 45-64 | 2 | 0 | 2 | |
| 65+ | 0 | 0 | 0 | |
| TOTAL | 3 | 2 | 5 | |

### WEARING PERCENTAGE

| | Male | Female | Total | % Child Seats = 0.0% |
|---|---|---|---|---|
| 16-24 | 100.0 | 90.0 | 93.3 | |
| 25-44 | 97.9 | 97.7 | 97.8 | |
| 45-64 | 92.6 | 100.0 | 94.1 | |
| 65+ | 0.0 | 0.0 | 0.0 | |
| TOTAL | 96.2 | 96.7 | 96.4 | |

## RESEARCH REPORTS

| | | |
|---|---|---|
| 1. | Highway Pavement Markings | 79 01 |
| 2. | Studded Tires | 79 08 |
| 3. | Longitudinal Pavement Markings | 79 10 |
| 4. | Results Seat Belt Survey | 80 01 |
| 5. | Evaluation of Non-Coning Traffic Paint | 80 02 |
| 6. | Salt Spreading Techniques | 80 04 |
| 7. | Extra Provincial Truck Licencing Revenues | 80 11 |
| 8. | A Discussion on the Methodology to Determine Environmental Guidelines for Highway Construction | 80 12 |
| 9. | Evaluation of Snowplowable Raised Reflective Pavement Markers | 81 06 |
| 10. | Results Seat Belt Survey 1981 06 17 | 81 06 |
| 11. | Results Seat Belt Survey 1981 07 17 | 81 07 |
| 12. | Results Seat Belt Survey 1981 08 21 | 81 08 |
| 13. | Results Seat Belt Survey 1981 09 22 | 81 09 |
| 14. | Results Seat Belt Survey 1981 10 23 | 81 10 |
| 15. | Results Seat Belt Survey 1981 11 20 | 81 11 |
| 16. | Results Seat Belt Survey 1982 03 29 | 82 03 |
| 17. | Results Seat Belt Survey 1982 06 18 | 82 06 |
| 18. | Evaluation at Dura-Brite Snow Plowable Raised Reflection Pavement Markers | 82 09 |
| 19. | Results Seat Belt Survey 1982 09 17 | 82 09 |
| 20. | Vehicle Operating Costs For Input to the User Benefit Program. | 82 11 |
| 21. | Results Seat Belt Survey 1982 12 17 | 83 01 |
| 22. | Results Seat Belt Survey 1983 03 28 | 83 05 |
| 23. | Evaluation of the Newfoundland Safety Council Motorcycle Training Course. | 83 06 |
| 23A. | Results Seat Belt Survey 1983 06 23 | 83 07 |
| 24. | Results Seat Belt Survey 1983 09 23 | 83 09 |

POOR

QUALITY

ORIGINAL